

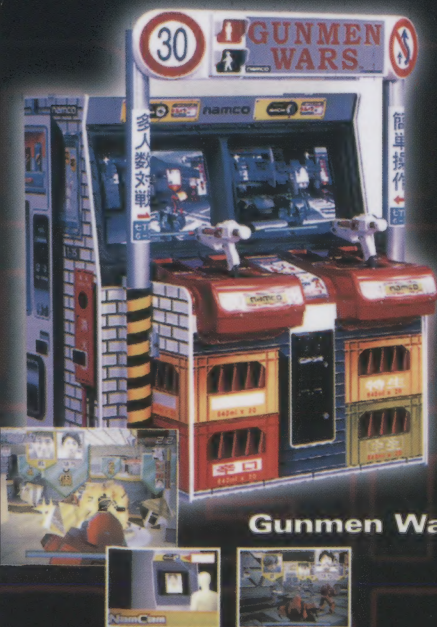


Point Blank 2



GP 500 Super Deluxe

To Play is namco®



Gunmen Wars



GP 500 SD
(Sold Separately)



Coin Cascade Ltd,
34 Birmingham Dr,
Christchurch
Phone 03 338 1411,
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TIME OUT

JULY/AUGUST 1999

Video Incomes In Decline?

**“MAYBE IT’S TIME TO
CHANGE”**

LAI SKILLTESTER

The New Face in Cranes

FEATURES

- Modern Streamline cabinet design
- Rear Shelf Display
- Halogen Lighting
- Player Free Game Features
- Sample Play Feature
- C Tick Compliance Approval

CABINET DIMENSIONS

Height 190cm Width 79cm
Depth 70cm





The Sky's The Limit!

Golden Tee '99

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Be a Part of the Biggest and Best
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Over \$4,000,000.00 Awarded!

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Tournaments!



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Developed by:
Incredible Technologies, Inc.
1600 Hicks Road
Rolling Meadows, IL 60008
(847)870-7027 Fax (847)870-0120



sales@b-dog.com

www.itsgames.com

Cabinet Dimensions: 84"H x 27 3/4"W x 42 1/2"D



NAMCO SUMMER LAUNCH

Namco is gearing up for a summer launch of the latest instalment to the successful Tekken series. Currently in development in Japan, Tekken Tag Tournament will feature all the characters from the first three games, and enables players to select two characters and swap between them mid-battle. The number fight moves and combinations for each combatant will also be extended.

CRAZY TAXI – SEGA

The taxi driver. One of a kind. Born and raised on a small island near the Galapagos Islands and isolated from the outside world, taught ancient driving skills known only by their brethren and then shipped out to wreak havoc and cause mayhem on the highways and byways of the world. Probably. It has always mystified me as to why no-one before has developed a game based on the most thrilling and excitable drivers in the known world, but now we have Crazy Taxi, Sega's salute to possibly the most annoying and yet often most sought after vehicles on the roads today.

The gameplay is as one would expect. Take one of four taxis and its unique driver through town, pick up one of the many folk lining the sidewalks and take them to their destination. This is not as dull as it initially may sound as you can take your passenger via any route you choose. Yes, you too can cut up other road users, park in the most ridiculous places possible and just stop wherever you please to pick up and drop off, just like the real thing. Customers' range from buxom young fillies to businessmen and even the odd priest who demands you get him to the church on time. Once you have dropped off your terrified customer, which must be in a specified area, you receive payment and then run off to find another potential victim. That, essentially, is it, but then it's ally you need because it is slightly refreshing not to be driving a rally or F1 car.

POINT BLANK 2 – NAMCO

There have been few games over the last couple of years which have really captured, and more importantly held, the interest of players for any substantial period of time more than the original Point Blank. Okay, so it was just a gun game and it hardly used the most technologically advanced graphics and had no real theme to speak of, but it has the one thing that most of its competitors lacked, the holy grail of game components: compelling gameplay. A horde of quirky levels which either made you laugh or cry had you assisting Doctors Don and Dan in their quest which seemed to be simply to avoid death in its many disguises. The sequel is not much different, but then it doesn't need to be; such was the success of the original and it is still being bought, sold and played avidly today.

The main differences are obviously the levels and they are just as gibberingly bizarre and suitably diverse as they ever were. Some of my favourites include shooting the wool off the sheep (going back to my Welsh heritage there) and the exact replica of the bonus round from the classic Namco shoot-'em-up Galaga. There are barrel loads of fun to be had from PB2, especially in two player mode, and it has wide-ranging appeal which should ensure it a similar level of success as its predecessor.



redeem yourself

Many entertainment locations that meet IA FEC's definition of an FEC may not now define themselves that way. The one thing nearly all our member facilities have in common, however, is games – namely video, sports and redemption.

Video games' primary appeal is to teens and young adult males. Sports games have some appeal to girls and women, but are still primarily the domain of young men. Redemption games, on the other hand, make up the one category, which appeals to all ages, especially if the redemption area is stocked with suitably diverse prizes.

More importantly, though, redemption also offers the incentive for guests to return to the venue to win more tickets and, over time, collect sufficient to scoop a major prize. And although candy and trinkets continue to be the most frequently claimed redemption item, more valuable prizes like branded sportswear, small appliances and electronic items have strong appeal.

A couple of decades ago, trading stamps were big in the United States. Stores of all types gave trading stamps with each purchase, to be collected in books and eventually exchanged for gifts from a catalogue. Redemption works on essentially the same lines but incorporates an element of skill whereby better players win more tickets. For an operator or retailer, however, it's about attracting customer loyalty through perceived value. Once guests have identified a prize they want, they come back again and again to win enough tickets to claim it. For the player, the

concept adds to the fun of playing the game, giving him or her the chance to win not only the game, but also a prize.

In our most recent industry survey, we found that 66 percent of operators, site redemption games and 81 percent have video games, some of which are now being adapted to a redemption format. Yet when we asked operators to name their top three revenue sources, the vote for redemption games outweighed that for video games, with over 50 percent citing the format. Only birthday parties registered a higher vote.

It pays to think of the redemption centre as a store. If the proprietor has selected attractive merchandise and done a good job of displaying it, the public will be more likely to 'buy'. They play for fun, but also for the added incentive of a payoff. So if people are having fun and running around from game to game with handfuls of tickets, this creates an atmosphere that 'markets' redemption. It all happens inside the centre, then word of mouth does the rest. And regardless of the truism that you can't be all things to all men, most operators still report their target market to cover 'all demographics.'

Redemption offers such a bridge between generations, but only if operators are prepared to put in the necessary effort to market the product and the prizes. Grandma may not have an interest in the hot new toy for herself, but she can have fun playing Whack 'n Alien with her grandchildren and contribute her tickets to the pot to help the kids towards their imitation Furby.

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#1 IN TOUCH SCREEN FUN™

NEW Trivia Game!



QUIZ WIZ™



MAHJI™



UPLIFT™



TIMES SQUARE™

VARIETY IS THE NAME OF THE GAME

FOR PLAYERS, LOCATIONS, AND YOU

Hot Specials

38" Cabinet

WITH SEAT \$5990
WITHOUT SEAT:

\$5,490



Scud Race Twin

STILL A GOOD EARNER
COMPLETE WITH ELECTRONIC
MECHS



\$14,990

Neo Print

PHOTO MACHINE. STILL A GREAT
EARNER (PAPER CHARGE EXTRA)



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BRAND NEW.
COMPLETE
WITH NEW
DOOR,
ELECTRONIC
COIN
ACCEPTORS.



\$14,990

ALL PRICES EXCLUDE GST

Hot Specials

Skilltester Units

THE NEW FACE OF CRANES

\$4,860



Star Wars DX

COMPLETE WITH NZ DOOR & ELECTRONIC COIN ACCEPTORS

\$7,900



Prop Cycle

INCLUDES ELECTRONIC ACCEPTORS



\$9,400

Daytona Upgrade

- TURBO CAR
- SUPER FAT TYRES

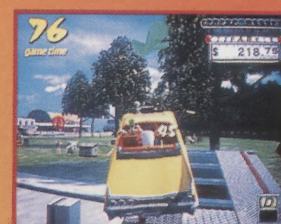
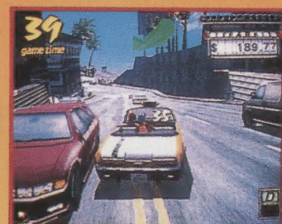


SINGLE \$250

TWIN \$500



Relax, you're in the hands of highly trained professional drivers
...yeah, right.



Warning - Driving like this can be hazardous to your passenger's health!



NAOMI™

What do you want to drive?

Tear up the streets of San Francisco in one of four radical cabs! Modeled after classic American rag tops, these cabs really burn up the asphalt!

How fast can you go?

Pick up passengers and speed them away to their destination. Remember, it's not how you get them there that matters, it's how fast you get them there!

Incredibly detailed graphics!

The first driving game utilizing Sega's hot new Naomi Hardware System.

Adrenaline pumping sound track!

Push the pedal to the metal while you rock to the jams by punk sensations Bad Religion and Offspring. Live action play by play commentary adds extreme reality to an already unbelievable package!

Single player sit-down assembled dimensions:
Width 32 inches
Depth 59 inches
Height 72 inches
Weight 735 lbs.
Monitor 29" 31 khz
High Resolution

Crazy Taxi, this is one ride you won't forget!



a touch of class

Having jumped aboard the countertop craze when it was already well underway, Midway Games Inc (Chicago) has smoothly navigated its way to the first ranks with its Touchmaster series of touchscreen, multi-game units, available in countertop and upright formats. The latest software upgrade, Touchmaster 7000, features four new games including "Mahki," a symbol-matching game that Midway says is achieving excellent earnings.

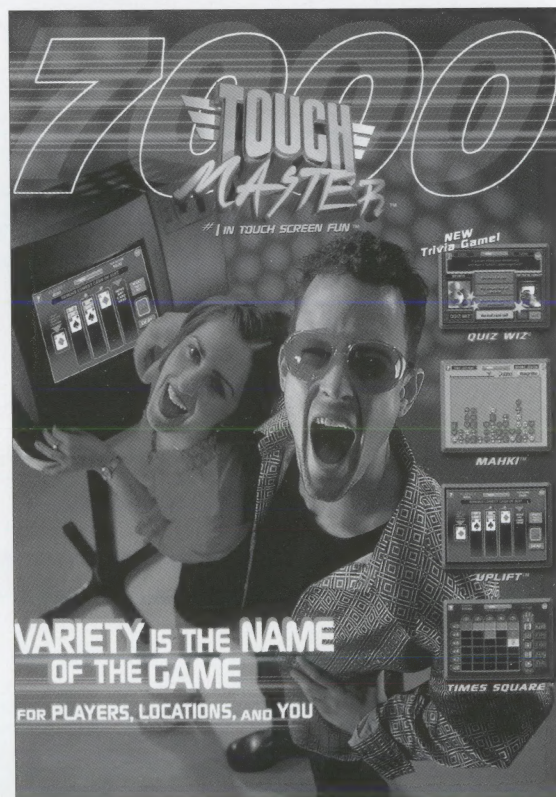
"We think "Mahki" has the chance to become one of the most popular games every introduced on a touchscreen product," said Dave Myers, Midway's director of business development for touchscreen games. "This one game has caused a huge rise in earnings at test locations."

Touchmaster 7000 also includes some new twists on trivia with the new "Quiz Wiz" and a sequel game, "Movie Trivia 2." "Quiz Wiz uses on-screen buzzers to create a fast-paced, gameshow style challenge where players race to buzz in with the right answer to a wide variety of trivia questions. "Movie Trivia 2" continues that tradition of the first "Movie Trivia" game, with thousands of new questions, from recent blockbuster and classic Hollywood movies.

The third all-new game for the 7000 is "Uplift," a different type of card game that challenges players to reveal and move aces to key locations on the screen by manipulating the other cards according to their suit. Time is critical in this challenging new game. The fourth new game included is "Time Square" a strategic numbers placement game. Players have to place numbered squares strategically on a grid to

maximize point value. Wild squares and bonus multipliers are added factors in this race to arrange squares in the right order.

"While 'Mahki' is a standout that will become a hall of fame touchscreen game, the other three new games in Touchmaster 7000 are all very strong," said Myers. "There's something for everyone as we have new trivia, numbers, and card games. Touchmaster has recently claimed the number one spot on operator earnings surveys because of the strength of the software and the overall reliability and affordability of the product. We're confident that 7000 upgrade will further entrench Touchmaster as the number-one touchscreen product on the market."

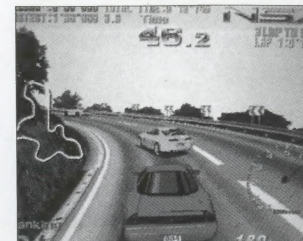


new products

TAITO ... BATTLE GEAR

Battle Gear is the latest driving game from Taito. It offers players the choice of 21 different cars, all modelled on existing vehicles made by Japanese manufacturers.

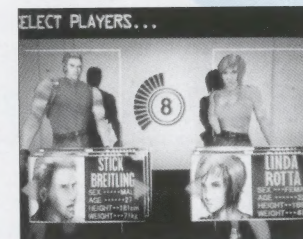
There are four skill levels for drivers to compete on and a time-attack mode has been included for racers to drive against the clock. The controls also include a view change facility. The courses are longer



SEGA ... ZOMBIE ZONE

Zombie Zone, the latest release on Sega's Naomi system, is based on characters used in House of the Dead.

Players use a joystick and three buttons to control their personnas as they search out zombie and end of level bosses. There are a number of secret rooms to be found along the way, which hide special weapons and features. The game was released in kit format at the end of March and is due to be shipped to Europe in a dedicated cabinet this month.



VIVID GROUP ... VIRTUAL COURT

Canadian simulation and VR specialist Vivid Group Inc has developed a virtual reality basketball simulator called, Virtual Court.

The game uses advanced video capture techniques to transfer the player's live image onto the video screen's 3D representation of a basketball court. Players then control their character's motion through their own body movements, competing against a computer generated team. Virtual Court is the latest in a line of simulation products to use Vivid's Gesture Extreme movement control technology.



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new products

FIAM AUTOMAZIONE ... VENDING

A new range of play-vending style machines for children, has been unveiled by FIAM Automazione. The mini pinball type games are operated by a coin play which obtains a prize and a marble which is then used to play.

The range comes with various play models such as pinball, car tracks or into baskets or holes. Meanwhile FIAM also launched its new vendball design.

TECMO ... GALLOP RACER 3

Gallop Racer 3 features four different types of horse to race and then eight different horses of any one type. Overseas and friendship races have been expanded and a data saving facility has been added for password input.

MIDWAY ... NBA SHOWTIME, NBA ON NBC

NBA Showtime NBA on NBC is a new basketball game from US producer Midway Games Inc. The interactive 3D game allows the player to choose his favourite stars for the on-court showdown and uses the new Durango Hardware System which reportedly delivers four times the memory and three times the performance of NFL Blitz '99. The player also has the ability to create his own ideal basketball star to play with the all-time greats.

the final farewell

After a long history of bringing you all of the industry news from New Zealand and around the world, the TimeOut Magazine is now finished. From trade show reports and news of new games coming onto the market, to movements in the New Zealand industry and the long list of classified advertisements, the TimeOut Magazine has always been a source of information, entertainment, specials and industry gossip. But now with the dawning of a new technological age upon us, the TimeOut Magazine is moving from its current paper magazine format to the new way of fax, email, and Internet communication.

But we are now going to leave you without your monthly magazine to put on your coffee table. Below you will find a subscription form for Leisure & Allied's industry magazine Leisure Line. This will keep you up to date with the happenings in the world market, with current news event from New Zealand and around the world, including contributions from numerous Asia/Pacific.

Coin Cascade has produced the TimeOut Magazine for a number of years, and has always tried to provide timely information about all of the current hot industry topics. We have gained information and articles from numerous international magazines, including RePlay and Intergame; Coin Cascade has profiled the latest games from all of the major manufacturers throughout the world.

So if you still want to keep up to date with what is happening in the industry, what new games are on the market and what the best prices and service in New Zealand are, all we require is for you to get in contact with us and give us your **email** and/or **fax details**.

Send them to:

Coin Cascade - attention marketing department

Email: marketing@coincascade.co.nz

Fax: (03) 338-1410, Phone: (03) 338 1411

Kind Regards ... The Editor

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Leisure Line is a monthly trade magazine, keeping the industry up-to-date with local and international trends, the latest games and attractions, trade shows and general information about the entertainment industry.

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NAMCO'S FULL HAND

Namco's huge operation in the US is shaping up for a four-pronged attack. After the shakeout of Chapter Eleven, when President Kevin Hayes took the axe to his unwieldy inventor of largely shopping centre arcades, a leaner and fitter Namco is emerging.

The opening of a huge new XS entertainment centre for adults in Orlando, Florida, with some elements of the Dave n Buster's formula, including bars, restaurants and games, will herald one or two similar locations opening each year. This is regarded as the flagship of Namco's future.

Second will be revenue-sharing locations, which currently number around 250. They are locations which are not owned by Namco, but which the company supplies with equipment ranging in number from five up to 100 games, usually associated with movie theatres.

Next will come the traditional shopping centre and mall arcades, which have now been honed down to 320 and which continue to shrink, but now a slower rate.

Finally, there are the new nickel arcades, which are a real departure from the norm. Named Nickel Fun, the first has just opened in Orange County

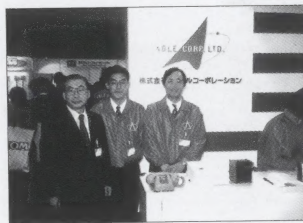


PAGE 8

in southern California and a couple more will follow shortly. The average centre will be around 6,000 sq.ft. and players will pay \$2 to enter. They will find inside a range of 125 to 150 games, some of which will be on free operation – these will generally be older games. The newer games will be on one, two or three nickels to play (a nickel is five cents).

"It is a value play and we think that people will come more often to get their value from Nickel Fun," said Mr Hayes.

VIDEOS DOWN



The rise of the consumer product, the poor economy, a lack of innovation and the high cost of dedicated machines are all primary factors forcing the decline of the video game in Japan. So said Able Corporation's Mototaka

Shiojima at the AOU Amusement Expo in Tokyo.

Prize novelty machines and cranes, he said, were also in slight decline.

"The industry is in a difficult situation right now. It is having to compete with many detrimental factors but really the capacity for the market has not changed.

"Dedicated videos used to be good but don't have the same appeal. Driving games were probably the best sellers but we are seeing a gradual shift away from them into, for instance, the dancing games, which are attractive to younger people."

Despite the hard conditions, Able is carving a sufficient slice of the pie. Now in its 16th year, the company has an 800 plus customer base, which has resulted in an annual turnover of more than ¥9bn and an imminent launch on the Tokyo Stock Exchange.

"We like to think we are strong because we look after our customers," added Teruo Tsuboi. "We offer them a wide range of amusement products and if necessary can finance a monthly payback package for machines costing in excess of \$10,000. We help the operators to regenerate business for themselves."

Able recently took almost 200 clients on annual holiday to thank them for purchasing more than ¥10m worth of equipment per year.

TAKING A QUANTUM LEAP INTO COIN-OP

Midway Games is using a customised variation of "Quicksilver II," Quantum 3D's PC-based video game platform, in the factory's HydroThunder arcade simulator. This is an ironic development, since Midway has said loudly (for the past two years) that PC-based technology is fundamentally unsuitable for arcade applications. Midway engineers are quick to point out that they're not making use of the so called "ArcadePC open architecture" specs promoted by Intel and its allies. Nonetheless, Midway is now aboard the PC movement, at least for some games. As many industry observers have always said, the arcade industry does not face a stark either-or choice between PC-based games or proprietary arcade platforms; there is room for both to co-exist peacefully and successfully. Midway's quiet decision to move into the ranks of PC technology users, solidly confirms this prediction ... As for Quantum 3D, this Fremont, California supplier is producing and shipping over 100 units of "Quicksilver II" each day and gearing up for even greater production capacity as arcade industry demand increases. The board features an Intel BX motherboard and Celeron, Pentium-II or Pentium-III based processors. Different graphics accelerators based on 3Dfx products can be used with it. Besides Midway, these systems, are being ordered by, Lazer-Tron, Opus Entertainment UK, and others.

NAMCO LAUNCHES "TEKKEN" TOURNEY

Namco is making a chip available in June to update your Tekken games so that players can enjoy a "tournament" type format. Characters from Tekken 2 and 3 are united for the first time in the tourney, which also features 20 additional "time release" characters as you go back to the arcade for subsequent play over the coming weeks. Each player forms his own tag team with two characters. You can change your team composition anytime, with the touch of a button. Makes for some interesting combo moves when you swap characters during an opponent's midair leap!

FUN CENTRE NEWS & NOTES FROM AROUND THE GLOBE

Intensity, an Aussie-based LBE operating company, is up for sale, according to a copyrighted report by AFR Net Services. The company was launched less than five years ago with ambitious fanfare about plans to create a globe-spanning chain of LBE centres. The owners, Village Nine Leisure, may have invested up to \$115 million, the report stated.

Lazer Runner based in Edmonton, Alberta is the new supplier of a 4,000 sq.ft. laser tag arena for the Laser Dome FEC in Vancouver, BC. Operator Fred Carter called the new system "durable, reliable and a huge hit with our customers." Laser Dome opened in March of 1994.

IAAPA will hold a European Safety Seminar in early June to help fun centres get a handle on how they will be affected by new safety standards on the other side of the Atlantic (this also could apply to Americans, since Euro standards often become de facto global standards). The day-long seminar will be offered twice: it takes place June 8 outside Amsterdam and June 10 in Madrid.

international news

international news

ATARI TAKES PATENT FLAG

Atari Games has been issued a Japanese patent for its force feedback steering technology. This corresponds to patents already issued for the US and Europe.

Atari originally applied for the patent in 1990 and has been waiting for the Japanese Patent Office to complete its work. European and US patents were issued in 1991.

Due to the delay in the patent's issue there are a number of other companies using technology similar to Atari's, a situation which the company's internal counsel Don Knapp said "would be looked at case by case."

In a related development, Atari has entered into a cross-licence agreement with Sega Enterprises. For an undisclosed sum, Atari has granted Sega a world-wide, non-exclusive licence to use its force

feedback driving technology in its arcade and consumer systems.

As part of the deal, Sega has also granted Atari similar rights to use its "viewpoint changeover" technology. Midway, the parent company of Atari, will be free to use the force feedback technology without licence.

EURO MINTS MAY HAVE HOLE IN PLAN



As Europe moves closer to adopting a single currency, fears are escalating over the arrangements for minting euro coins.

At the end of February, the new design for the 50c coin was accepted as European law. The original design was almost identical to the 20c coin, which could have led to fraud.

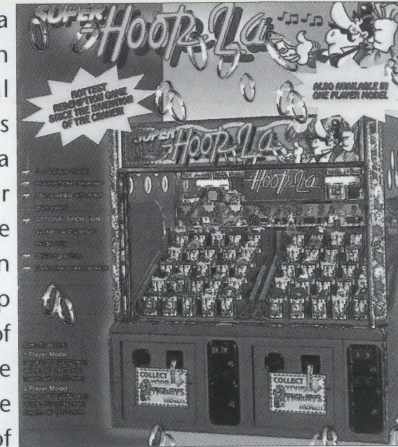
However, now it is the \$1 and \$2 coins, which are causing concern. The European Union's nine million vending and amusement machines will gauge the euros according to three criteria: diameter, thickness and electromagnetic conductivity.

But at present not standards have been set for the electrical resistance of the \$1 and \$2 coins. These will be minted in 15 different mints in 11 countries and are made from two metals, making it more difficult to establish a consistent electronic signature. The European Vending Association (EVA) together with leading cash handling manufacturers believe this is a recipe for disaster.

"This could lead to fraud risks and consumers not being able to use the coins," said Antony Harris, UK business manager for gaming at Mars Electronics. The problem will be discussed at a meeting between the EVA and the EU mint directors' committee later this month.

HOOPS FOR TICKETS

The classic hoop-la game has been updated by Coastal Amusements in its Super Hoop-La redemption game for one or two players. The player must control an automatic hoop suspended in the top of the cabinet and time the moment to release it above the range of prizes, each of which has a points value. The game can be adapted to give direct-prize vend or tickets.



PINBALL 2000

Kunick France has held a series of open days across the country to promote Midway's Pinball 2000 concept. The event held in Paris also marked the inaugural public event of the new Kunick Paris premises since the PLF Sega take over, where the latest crop of Sega video games was also shown.

PLAYSTATION SUCCESSOR

Sony has unveiled details of its successor to its hugely successful PlayStation video game machine. With its cinema-like graphics, PlayStation 2 is expected to deliver an even bigger blow to struggling rivals in that market, Sega and Nintendo.

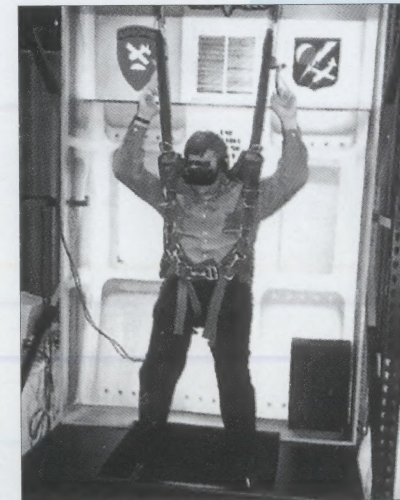
JPM PROFITS

JPM has been identified as one of only 57 companies in the UK game industry that hasn't made a loss in the last four years, according to a recent survey. In fact, the company has managed to increase its pre-tax margin from .4 percent in 1994 to an average of 17 percent in its latest financial year, a profit improvement of £9m (US\$14.4m).

HIGH JUMP

Arcade goers can now experience the thrill of jumping out of an aeroplane at 2,000ft., pulling a rip cord and feeling the wind roar past their ears – and it is all an illusion. The American company Illusion Inc. of California is selling coin-op Extreme Sports Parachute Simulator for would-be skydivers who are actually suspended only inches off the ground.

Virtual reality technology is used, taken from military simulation, and the entire experience fits into a small footprint, requires low maintenance and staffing and is coin-operated. The player uses handles to pull down and adjust his direction to pick his spot in the landing area, whether it is a countryside scene and he must avoid trees, or a cityscape where he has to steer between high buildings.



... COMPUTER TECHNOLOGY ...

STAFF TRAINING THE BEST INVESTMENT

If companies want to retain their best information technology (IT) staff, they should invest in training to improve workers' skills rather than simply look at salary levels, says a study by The Leading Edge Market Research Consultants.

The Australasian study, based on interviews with more than 500 IT employees at training courses, casts doubt on the view that if you train staff they will only end up leaving for better-paid jobs.

The survey's respondents rated training as more important for job satisfaction than salary and working with superior technologies, with 70 percent saying the opportunity to acquire new skills was the main reason for remaining in their organisation.

"Australian and New Zealand organisations are being forced to participate in a talent war for skilled IT professionals," said Steve Ross, general manager of Com Tech Education Services, which commissioned the survey.

"Organisations are struggling to hold on to these people, who are prepared to leave if they don't get adequate training.

"By not providing training, companies are shooting themselves in the foot."

Employees said the most important form of training was industry certification for software packages and services, with 78 percent of those surveyed saying that certification was more relevant to their career than a university degree.

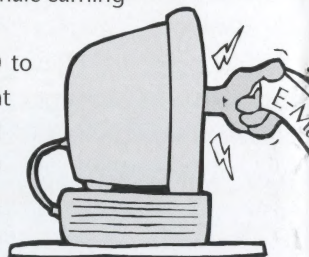
The most sought after certification was Microsoft Certified Systems Engineer, favoured by 58 percent of respondents.

Other popular certificates were professional, engineering and administrative

courses for products from Microsoft, Novell, Lotus and Cisco.

Data from New Zealand respondents indicated that the average IT employee in training was a 32 year old male earning more than \$45,000 a year.

Almost half worked 40 to 50 hours a week, 27 percent spent every second weekend in the office, 30 percent often worked from home, 73 percent wear a suit and tie to work, and half had worked in industries other than IT.



MIND YOUR OWN BUSINESS

If larger organisations and essential services are adequately addressing the Y2K problems, the next weakest point in the defensive line is the host of small to medium-sized businesses that form the lifeblood of the economy.

Firms wanting to remain on the competitive landscape in 12 months will have to address their Y2K issues urgently.

Awareness... Few businesses have completely ignored the growing publicity about Y2K, but many have avoided taking action, often because they don't know where to start.

Useful sources of information and advice abound. Articles such as this one are a good starting point. Your accountant or business adviser should also be able to give sound advice.

You should have received the mail-out by the Government's Y2K Readiness Commission. Don't biff it, because the material is useful, timely, and easily understood.



ON YOUR MARK...

This year's biggest pop-culture phenomenon will be the new Star Wars movie, arriving in theatres June 10. For the coin-op amusements industry, which is notoriously weak on promotions, Star Wars represents a major promotional opportunity. You have probably seen the saturation ads and feature stories on the new film everywhere from "60 Minutes" to "Business Week". You'll see countless more such ads and promos in the coming weeks and months. Coin-op trade members can easily cash in on this massive publicity campaign, and they certainly should.

How? The possibilities are endless. Sega's already gotten a head start with their hot new video game, Star Wars Trilogy, based on the original 1980s films and ICE has a great theatre-style cabinet add-on for it. Star Wars redemption merchandise is an obvious tie-in; most merchandise suppliers can get it. Polishing up your old Star Wars pinball game, and possibly building a high score contest promo around it (and any Star Wars videos you may have - Sega or otherwise), would also grab players' attention.

Just because none of the coin-op factories have licensed Star Wars: Phantom Menace for arcade games, doesn't have to stop a creative arcade owner from cashing in.

Let your local papers know about your Star Wars promo with a press release and a photo. Some will be happy to print a Star Wars story with a local angle, and you'll get more customer traffic as a result.

I could go on, but you get the idea. Coin-op trade members have to get past the idea that promotions are only an afterthought ... or a costly luxury for mega-conglomerates ... or a fix-it for lame products that can't make it on their own. Promotions are, or should be, a normal, everyday part of our branch of the entertainment business. There's no such thing as being too big for promotions, or too small. Lots of fun centres and street operators already promote in a small way. Have you ever put "When Irish Eyes Are Smiling" on a jukebox for St Paddy's Day? That's promotion. Run a league or tournament? That's promotion, too. We just need to do more of it - lots more.

The Star Wars extravaganza is an opportunity to use a little ingenuity to get into the promotions arena. For a relatively small investment, operators can help generate lots more player excitement ... increased customer traffic ... and bigger returns in the cash box. As Obi Wan Kenobi said to Luke Skywalker: trust the force!

"ASK ABOUT OUR FINANCE OPTIONS"

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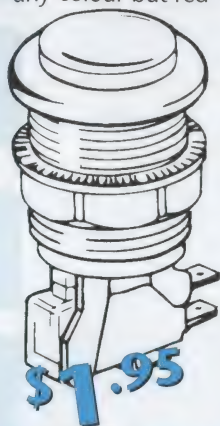
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any colour but red



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DAYTONA RACE LEADER LAMP

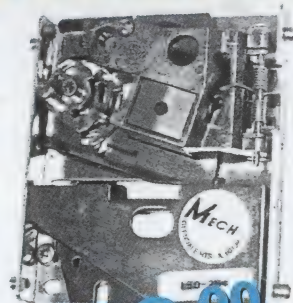
63 on hand, 002-165



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... COMPUTER TECHNOLOGY ...

If you need another copy, phone 0800 Y2K Y2K. For those on the Internet, many good websites offer readable guidance.

Start at www.y2k.govt.nz.

Your Computer Systems... If you have a trusted supplier (as opposed to one interested in mainly selling upgrades you may not need), seek technical advice on the hardware and software you use, and what should be upgraded.

In particular, check your financial software as soon as possible. Consult your accountant or business advisor if necessary. For some functions such as budgeting for the 1999-2000 year, Y2K errors may already be incubating in your data.

The Supply Chain... No matter how thoroughly you may have rid your business technology of Y2K bugs, your firm's viability depends on your partners in the food chain.

How will you manage if a key supplier cannot perform, or if a major customer cannot pay you?

Talk with key business partners as honestly as possible about what compliance measures you are taking and how well covered they are. Be wary of those with a cavalier "Wot, me worry?" attitude, and consider switching to other partners.

Contingency Plans... Even with the best planning, some things are likely to go wrong.

Plan how you can continue to run your business for a while with alternative technology.

Ask yourself: what if the

computer is down or the power is off for two days, or the fax machine fails? Go through all your business dependencies.

Be Conservative... If you can help it, avoid any big business deals around the turn of the century.

In particular, don't be vulnerable to outside agents that you cannot control.

MICROSOFT EYES NET-CABLE TV

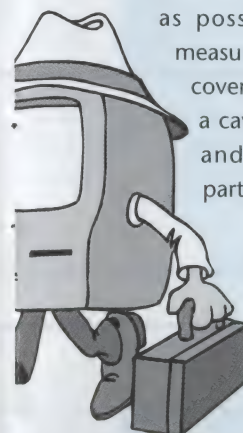
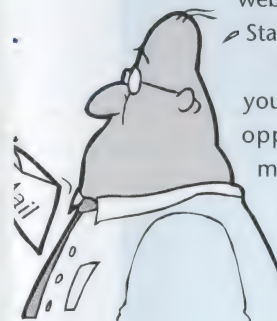
Microsoft's search for new technology markets to conquer led to its investment this month of \$US5 billion in the telephone giant AT&T, which had earlier bought a leading US cable-tv company. This will give Microsoft leverage in getting its software into the potentially huge market for Internet-capable TV sets. It also invested \$600 million in wireless communications firm Nextel, aiming to develop a wireless portal for its MSN website.

Microsoft's main Internet rival, American Online, unveiled a plan and five partners to compete for TV viewers. It will work with Hughes and phone companies to create a satellite Internet-TV service.

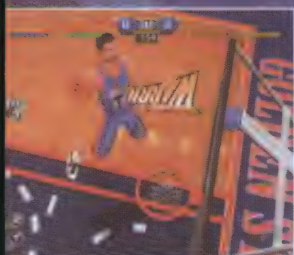
Another big item of Internet news was the release by RealNetworks of its RealJukebox music download service, yet another threat to traditional computing and music industry firms which want to protect and control their patch.

The Chernobyl virus attacked on April 26 as predicted, but this year it caught out hundreds of thousands of PC users in countries with slack attitudes to software piracy and anti-virus protection.

The industry lost three players. Wang Global was bought by Dutch firm Getronics, National Semiconductor withdrew the Cyrix brand from the PC-chip market, and Acorn closed its doors.



NBA SHOWTIME



Over 30 Hi-Flyin' Dunks



Hot 3-D Action



Your Favorite NBA Players

MIDWAY
GAMES

PAGE 12



NBA Super Stars Take Center Court On NBC



SEGA



May the Force be with you, Again!



Star Wars Trilogy Arcade game, an official licensed Lucas Arts Entertainment Company Product brought to you by Sega's R&D Team Annex, designers of the Arcade hits Sega Touring Car Championship and Sega Rally Championship 2, is a Model 3 shooter with a force feedback joystick, allowing the player to ride, fly, and shoot in futuristic vehicles.

Players will travel through six incredibly detailed Inter-Galactic stages, featuring scenes from each of the three movies, both challenging the players shooting accuracy as well as vehicle maneuvering capabilities.

Star Wars Trilogy Arcade Features:

- 50" deluxe cockpit and 29" standard cabinet
- Force feedback Joystick
- Unlimited continues
- Dollar bill acceptor ready
- Hidden secrets, located in all stages, making each game an unconventional and thrilling experience.



Cabinet Dimensions:

Deluxe 68"L x 55"W x 75.5"H

Standard 37"L x 30"W x 89"H

PAGE 13

A TERRIFYING EXPERIENCE!



UNMATCHED
VIBRANCE
& SOUND

**3
PLAYER
SHOOTING
ACTION**

**KIT
ALSO
AVAILABLE**

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PAGE 32



**YOUR
DECISIONS
CAN CHANGE
THE ENDING!**

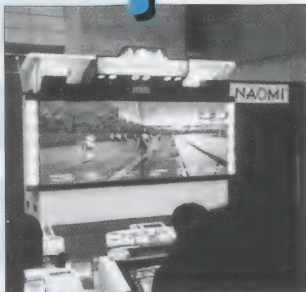
SPORTS ARENA

It's a slam dunk.



PATENT PENDING

new products



SEGA ... DERBY OWNER'S CLUB

Sega chose the AOU Show in Tokyo to launch Derby Owner's Club, a multi-player horse racing game utilising the Naomi software system. Full betting spreads are given at each terminal and the large screen reproduces an animated race but with an authentic feel to it.



SEGA ... CRAZY TAXI

Crazy Taxi for the Naomi system is a 3D driving game where the player controls a cab. Avoiding the hazards of driving round a big city, the cab must stop to pick up fares and drop them off at their destination in a set time limit to accrue cash amounts, which are then ultimately graded. The soundtrack features tracks from rock acts such as Bad Religion and Offspring.



TECMO ... DEAD OR ALIVE II

Dead or Alive II was only 30 percent complete when demonstrated at the AOU Show, but it already looks much faster and more polished, as it is founded on Sega's Naomi system. The game is likely to be finished in time for JAMMA. Tecmo is also working on Gallop Racer 3.



TAITO ... BATTLE GEAR

An all Japanese car driving game, with everything from Subarus to Mazdas, Battle Gear has 21 cars, with gears which can be automatically or manually operated and a new time attack.



NAMCO ... 500GP

Available in two versions, standard with 28" monitor and deluxe with 52" projector screen, Namco's new 500GP motorbike game features riders from the FIM World Championships. Three circuits, Spain, France and Japan, offer players the change to put their pedal to the metal while steering is incredibly realistic.



PINBALL GAMES

1. Williams MONSTER BASH
2. Williams MEDIEVAL MADNESS
3. Bally CHAMPION PUB
4. Bally CIRQUS VOLTAIRE
5. Williams NO GOOD GOPHERS
6. Williams ARABIAN NIGHTS
7. Bally ATTACK FROM MARS
8. Bally SCARED STIFF
9. Bally NBA FASTBREAK
10. Williams JOHNNY MNEMONIC

PRIZE REDEMPTION

1. LAI STOP THE CLOCK
2. LAI HAPPY HOBOS
3. ICE CYCLONE
4. LAI RIPPER RABBIT
5. Harry Levy SUPER HOOPLA
6. LAI STAR BAZAAR
7. Benchmark BIG HAUL
8. LAI SKILLTESTER
9. LAI TURTLE MERCHANDISER
10. Taito SOLOTTOL

PINBALL GAMES

1. Sega SOUTH PARK
2. Williams MONSTER BASH
3. Williams MEDIEVAL MADNESS
4. Bally ATTACK FROM MARS
5. Sega STAR WARS TRILOGY
6. Bally SCARED STIFF
7. Bally CHAMPION PUB
8. Bally THEATRE OF MAGIC
9. Williams JUNKYARD
10. Bally THE ADDAMS FAMILY

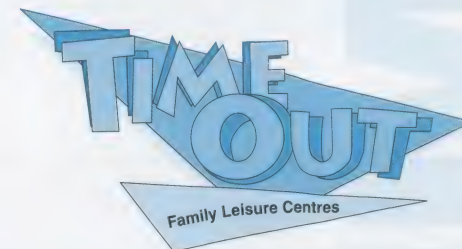
PRIZE REDEMPTION

1. ICE CYCLONE JR
2. ICE PLUSH BUS
3. ICE CYCLONE
4. Bob's Space Racers WATER GAME
5. Skee-Ball SUPER SHOT
6. Rainbow RAINBOW
7. Seidel SMOKIN' TOKEN
8. Benchmark BIG HAUL

PINBALL GAMES

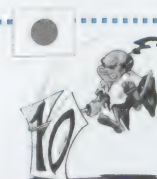
1. Bally PINBALL 2000
2. Williams CHAMPION PUB
3. Bally MEDIEVAL MADNESS
4. Bally MONSTER BASH
5. Williams CIRQUS VOLTAIRE

NOTE: Williams/Bally games only sited.



PINBALL GAMES

1. Williams MEDIEVAL MADNESS
2. Data East JURASSIC MADNESS
3. Capcom PINBALL MAGIC





Australia

DEDICATED GAMES CONVERSION GAMES

- | | |
|---|----------------------------------|
| 1. Namco TIME CRISIS 2 | 1. Konami HELL NIGHT |
| 2. Midway HYDRO THUNDER | 2. Midway NBA SHOWTIME |
| 3. Namco FINAL FURLONG | 3. Midway NFL BLITZ '99 |
| 4. Sega HOUSE OF THE DEAD 2 | 4. Sega VIRTUA STRIKER 2 |
| 5. Sega RALLY CHAMP 2 | 5. Midway CARNEVIL |
| 6. Namco MOTO CROSS GO DX | 6. Atari GAUNTLET LEGENDS |
| 7. Sega DAYTONA | 7. SNK METAL SLUG X |
| 8. Namco TOKYO WARS DX | 8. Namco POINT BLANK |
| 9. Sega HOUSE OF THE DEAD | 9. Capcom JO JO VENTURE |
| 10. Atari SAN FRAN RUSH THE ROCK | 10. Capcom POWER STONE |

United States

DEDICATED GAMES CONVERSION GAMES

- | | |
|---|---------------------------------------|
| 1. Namco TIME CRISIS 2 | 1. Midway NFL BLITZ |
| 2. Sega HOUSE OF THE DEAD 2 | 1. Atari AREA 51/MAX FORCE DUO |
| 3. Midway NFL BLITZ '99 | 2. Incred.Tech GOLDEN TEE '98 |
| 4. Sega HOUSE OF THE DEAD | 3. Atari SITE 4 |
| 5. Sega STAR WARS TRILOGY | 4. Konami NBA PLAY BY PLAY |
| 6. Atari GAUNTLET LEGENDS | 5. Namco TEKKEN 3 |
| 7. Incred. Tech GOLDEN TEE 3D GOLF | 6. Capcom JO JO'S VENTURE |
| 8. Incred. Tech TOURN 3D GOLF | 7. Atari AREA 51 |
| 9. Sega BASS FISHING | 8. Capcom MARVEL VS CAPCOM |
| 10. Atari MAXIMUM FORCE | 9. Incred. Tech GOLDEN TEE '97 |

New Zealand

DEDICATED GAMES CONVERSION GAMES

- | | |
|--|--|
| 1. Namco TIME CRISIS 2 | 1. Sega ZOMBIE ZONE |
| 2. Sega STAR WARS TRILOGY DELUX | 2. Namco TEKKEN 3 |
| 3. Sammy SPORTS ARENA | 3. Sega VIRTUA STRIKER 99 |
| 4. Sega RALLY CHAMP 2 TWIN | 4. Sega VIRTUA STRIKER 98 |
| 5. Sega HOUSE OF THE DEAD 2 DX | 5. Incred. Tech GOLDEN TEE 98 |
| 6. Atari GAUNTLET LEGENDS | 6. Capcom CAPCOM V SFEX2 |
| 7. Namco MOTO CROSS GO DX | 7. Namco SOUL CALIBRE |
| 8. Sega LOST WORLD DX | 8. Namco POINT BLANK |
| 9. Sega DAYTONA TWIN TURBO | 9. Capcom POWER STONE |
| 10. SNK NEO PRINT | 10. Capcom SF V MARVEL SUPER HEROES |

Japanese

DEDICATED GAMES CONVERSION GAMES

- | | |
|--|--|
| 1. Konami DANCE DANCE REVOLUTION | 1. Sega VIRTUA STRIKER 2 99 |
| 2. Konami DANCE DANCE REV 2ND MIX | 2. Sega CRAZY TAXI |
| 3. Konami THRILL DRIVE | 3. Sega ZOMBIE REVENGE |
| 4. Konami BEATMANIA COMPLETE MIX | 4. Sega VIRTUA STRIKER 2 98 |
| 5. Konami POP 'N MUSIC | 5. Konami HYPER BISHI BASHI CHAMP |

new products

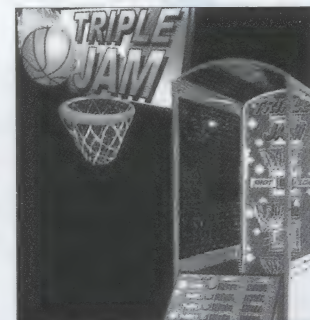
NAMCO ... FINAL FURLONG 2

The follow-up to the successful horse racing simulator, Final Furlong 2 features an eight-player linkable option and new jump feature. FF2 allows players to select from one of 10 horses, each with different styles and ability.



HARRY LEVY ... TRIPLE JAM

An updated version of, Harry Levy's Triple Jam basketball game, has been launched by the company. It takes one to four players in each game, has three baskets with the centre basket moving. There are entertaining graphics, lighting and sound effects and pub setting in which the winner stays and the loser pays. Adjustable ticket redemption is integral.



SEGA ... AIRLINE PILOT

Making full use of the Naomi system's enhanced graphics and sound is Sega's Airline Pilot, an excellently rendered flight simulation game. Realistic aircraft controls are boosted by the use of a three-monitor cockpit cabinet, lending an authentic feel to the game, which cityscapes are reproduced to a high resolution.



SEGA ... GIANT GRAM

Giant Gram is Sega's second foray into the All Japan Pro-Wrestling arena but this time the game has been developed for the Naomi system. Character movement is more fluid than the previous game and response time to player moves has been speeded up suitably for quicker gameplay.



UNATTENDED VR

Virtual reality games which are coin operated and really do not need attendants are eagerly sought after, which is why VR Global of the US introduced its Vortek game at the ASI Show in Las Vegas in March.

The game has a superior optical system and the software is a flight simulator with replaceable software promised for the near future. The 7ft. high game has a boom-mounted display and the optical system means that players can use the unit even wearing glasses. It has high quality resolution 640 x 480 and six degrees of freedom giving pitch, roll and yaw. There is 360 degree rotation and surround sound.



SIMULATED FIGHTING

Holoplex of the US has added to its range of simulated fighting units. Using a giant screen, the player jumps, kicks and punches while the game's character mimics the player's actions. There is no special gear to wear and the company has promised more action titles, including sports games. Dynamica, as it is called, has a sizeable footprint of 4ft by 9ft and the monitor is a 50" model, which can be linked for competitive action.

SONY & NAMCO PLAN FOLLOWUP CONSUMER VIDGAME PLATFORMS IN 2000

Consumer games experts are betting that Sony will continue its domination of the home video game market when it introduces its followup to the current PlayStation console next year. As readers know, Namco played a role in developing the original PlayStation and used some elements of the console's technology in its own coin-op hardware for the Tekken series of games. We asked Namco America's sales & marketing VP Frank Cosentino about this at the ASI Show and he confirms reports that Namco will replace its current System 12 coin-op board with a new one next year; and yes, it will share some technology with the forthcoming new Sony console. Frank reported that the coin-op platform will arrive in early 2000 ... Meanwhile, Sony execs in the USA say they haven't announced the new console's name yet, though Internet reports claim it will be called PSX2000. Sony also flatly denied suggestions that it would create an 'arcade equivalent' for the new console and license that platform to arcade game factories, much as Sega has done with its Dream Cast/Naomi. "There is nothing to substantiate those reports," declared Molly Smith of Sony Computer Entertainment. "I don't know where they're coming from."

TEKKEN TOURNAMENT

London's County Hall Namco Station staged the first ever Tekken III World Championship recently. An original field of 1,500, including 14 website contenders and 18 worldwide champions were whittled down to 32 competitors on the night. Local lad Ryan Hart, 19, using the character Paul Phoenix, romped away with the \$5,000 first prize and title of Iron First World Champion. He is pictured here with Namco Chairman and Chief Executive Masaya Makamura receiving his prize.



NAMCO & TAITO BOARD SONY TRAIN

Sony's second generation PlayStation hardware is to be adapted by coin-op companies to drive arcade games.

Following last month's announcement of the specifications of PlayStation 2, it emerged that both Namco and Taito are planning the application of the hardware for coin-op titles.

Namco is believed to be basing its next hardware system around Sony's latest architecture, to replace its current System 12 board. If confirmed, Namco would develop games around Toshiba's CPU (dubbed the 'Emotion Engine') which is at the heart of the new Sony system. Such a move would mirror the way in which Sega has adapted its Dreamcast home system for coin-op application under the name Naomi.

Square, which developed Namco's Ehrgeiz, has confirmed that it is developing a follow-up employing Sony's hardware. Taito's new hardware system will also employ the Sony interface. The company is likely to offer the board to other developers in a bid to rival Sega's Naomi as an industry standard.

PlayStation 2 runs of a 128bit chip developed by Toshiba.



SONY TO OPEN LBE

Sony is to open a 350,000 sq.ft. LBE - branded Metreon - in San Francisco featuring 15 movie theatres, a Sony-IMAX theatre and restaurants. Sony already has plans for two more sites in Germany and Japan.

COMIC RELIEF CHARITY

Konami raised over £5,000 for UK charity Comic Relief thanks to world freestyle dance champ Mark ET, who took Konami's Dancing Stage for eight hours at London's Trocadero. He is pictured with Yoshitaka Komiya, MD of Konami Amusement Europe; Lucy Ward, marketing manager; and Graeme Noble, product manager.

ASIA MARKET LOOKING BETTER

The replacement market in Asia is looking healthier, according to some local sources. A pre-Christmas lull was boosted by a sales rush in the first couple of months of the new year. Operators are apparently keen to update stock to combat the declining market and economic pressures. However, the export market is still providing the majority of business.

MEDIA SHOJI GONE BUST

Another Japanese coin machine company has gone bust - Media Shoji, a major supplier of second hand games to the international market. It seems that the company did not meet a promisory note, which was due on February 27. Suppliers of second-hand machines seem to be particularly vulnerable in Japan right now, but we understand that two of the biggest players, Toyo and Mama Top, remain sound.

international news

NEW YEAR'S ASI

ASI 2000 will again be held at the Las Vegas Convention Centre. Dates are March 29-31. Two other industries, gambling and vending, will hold their spring shows "side by side" with ASI 2000 (ie IGBE will be next door once again; and the Western NAMA will also join the party). All three shows will honour each other's badges. Of course, there is rampant speculation that either AMOA, Fun Expo, or both could merge their shows into the mix as well ... but that's for another day and another story!

DAVE & BUSTERS IN CHINA

The Dave & Busters chain of adult-oriented fun centres are expanding to new territories. The first in China, at Chang Chung, was due to open mid-April and another was due to open in Jeddah, Saudi Arabia, in the same month, named Jungle Land, an FEC owned by the company Al Baiader.

ARCADRE SHAKEOUT

In Australia, the market is still assessing the shakeout of arcades following Village Nine's purchase of the Fun 'n Games chain of 13 arcades in December. The centres are mainly smaller, under 500 sq.m. locations and most are close to or part of cinema complexes.

WAL-MART REMOVING GAMES

Reports that Wal-Mart, the giant US chain of 24 hour stores, is having video games removed from its premises, is promoting the chances of major kiddie ride manufacturer Kiddie Ride Enterprises replacing them. Having just concluded a deal with Germany's EMT for Junior Touchscreen game and rides. We understand that KRE is now in negotiation with Wal-Mart.

VIDEO GAMES VIA SATELLITE

The big news in this issue concerning Sega's plans for downloading video games via satellite links has apparently been extremely hush-hush in Japan for some time. We learn that some testing has taken place and the system, used in conjunction with Naomi, has proved technologically successful. The great concern at Sega is that it will by-pass operators. Site-owners would be able to buy the boxes and download the games themselves and the effect on the street operator would be disastrous. This is an angle which worries Sega, and it is seeking to find a role for operators.

But for Sega itself, it would transform its fortunes in coin-op terms. After taking bad consumer games hits, the company is apparently choosing to take more hits this financial year, in the hope of a fresh start next year. In coin-op terms it is taking it on the chin for its London Trocadero, Las Vegas Showcase and Sydney Darling Harbour losses.

GARFIELD LICENCE

This is the new Garfield licensed line by Play by Play. The company was granted the amusement industry licence recently and launched the new Garfield and Odie range at ATEI alongside other products including the Looney Tunes retail and amusement licence. Pictured is Play by Play vice-president and Managing Director Gary Gray with the Garfield soft toy range.



international news

SIXTIES DEBUT

The Sammy Corporation of Japan, one of the older manufacturers in the country, chose the recent AOU show to debut its Sixties Dream medal machine. The prototype unit is thought to be the first mechanical pusher with mechanical reels feature.

Six terminals – with two players per terminal giving a total of 12 players – are used to launch medals into the arena. Successful entry into the reels accesses the main feature, with a number of medals dropped onto the playfield in accordance with the symbols on the winline.

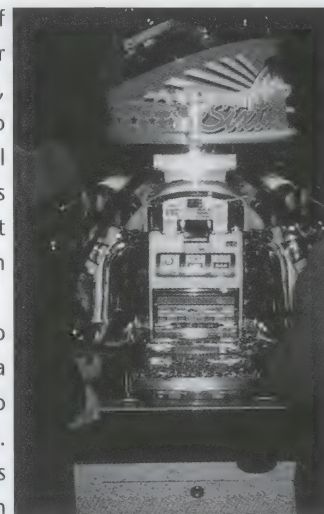
Sammy's R&D specialist Hisayuki Uchida said "we have high expectations for this machine. Though it has only been a local testing, we have had a lot of interest from throughout southeast Asia, as well as a confirmed order from a buyer in Panama.

"Sixties Dream offers a combination of machine styles to appeal to a wider range of player. We believe the medal game market to be quite healthy and in some arcades they are taking as much as video games, despite taking up a smaller percentage of sited machines."

The company, one of a select band who have a licence for both pachinko and amusements, is set to fully launch the machine this month.

DAVE & BUSTERS

Dave & Busters announced record revenues for fiscal 1998, up 40 percent over last year to an estimated US\$180m (versus \$128m in 1997). D&B cited "higher store revenues and larger than expected volume at new locations" such as its record-breaking debut in San Antonio, US.



PINBALL 2000 CONCEPT

Williams is now out of the traditional pinball market and it is "all or nothing" on the new style Pinball 2000 concept which the American company launched at the London ATEI Show in January.

The company's European head, Rachel Davies, told InterGame at the ASI Show in Las Vegas, that there was "not too much risk" in her "all or nothing" statement, as the latest information suggests that Revenge from Mars, the first Pinball 2000 game, was going to be a substantial hit.

"But there is definitely no turning back now," she said. "We are firmly committed to this new course and we have built our last traditional pinball."

Ms Davies said that initial orders in the European sector alone had totalled over 5,000 units, which was way beyond the total European sales for any recently produced traditional pinball. "Everyone is wholeheartedly embracing the new concept, which is a multi-faceted game, not just a pinball. We will bring out a whole new generation of pinball games with video screens because serious players can get their angle shots and other skills into the game while the inexperienced player can also get good value without seeing his ball drop down the drain so soon."

She added: "You get response from this new type of game; you get depth to the play. It has a new longevity which pinball has never had before."

international news

SEGA DEBUT TOURNAMENT

Sega launched its new video game tournament network at the recent ASI Show. Daytona 2 games on the show floor were connected to the system. The Sega tourney network will report scores to a central computer; players will be able to check a national scoreboard on the Internet, which is updated every 15 minutes. Sega is also going forward with plans to let players capture certain gameplay data on a card with their home Dreamcast systems, then go to the arcade and use that data for coin-op play.

ASI GETS THUMBS UP

ASI, the Amusement Showcase International, took place from March 10-12 at the Las Vegas Convention Centre. Sponsored by America's manufacturer/distributor association AAMA, the event drew 183 exhibitors in 701 booths and pulled an estimated 5,600 visitors, that's 12 percent fewer bodies than last year. Show organisers said most of the difference was in exhibitor personnel and asserted that the "buyer" category was off only two percent from 1998. Most of the factories, suppliers and component makers reported writing decent-to-good orders.

After six straight years of industry consolidation, US sales are largely controlled these days by the larger operating companies, the owners of these firms did attend and praised the quality of equipment shown. Most of the new videos and pins displayed at

ASI had been shown previously at ATEI or AOU. World debuts included Rock-Ola's 1950's style CD floorbox design, the Fireball, plus an as-yet-unnamed prototype for a digital wallbox from Incredible Technologies. No downloading at IT; operators will update the juke's hard drive by using factory-created compilation CDs. Expect it for sale by fall.

MARKET SLOW

The US coin operated games market is desperately slow at a time when the US economy is booming. The phenomenon is no big mystery to many of the main players in that market. Kevin Hayes, who is President of Namco's operating company in the US, said: "It is all down to the competition for people's time. Consumer games are strong, personal computers take up time and the Internet is another great competitor for attention. Meanwhile, there is a movement back to the movie theatres for kids these days. Things change and we have to change with them, but the industry has not changed enough. We now have to try and find a way back.

"The old, one-to-five-minute games, which averaged out at around two and a half minutes, are not an attraction anymore; players have become used to playing long games on their PlayStations, games with greater depth.

"The answer is a variety of small things added together; more redemption, some bigger dedicated games, more consultation with the hardware people. I see things moving in that direction."

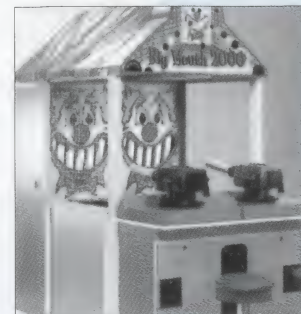
Frank Ballouz, an American now resident in London, where he heads Namco Europe's sales, said: "It is interesting to see the difference between the Europeans and the Americans. Our US distributors tend to complain but don't seek solutions while the European distributors seek answers when things are down. They remain positive and try to overcome slow times. Americans tend to expect the factories to come up with the solutions. To be fair, the Europeans tend to have exclusives and can control their own territories, but it has to be said that they are more adaptable."

He feels that the industry should get on to the tournaments bandwagon. When I was with Incredible Technologies with a good golf game, tournaments increased income by 300 percent. I think that this could provide a solution and we have suggested it to Japan. We may even start some tournaments ourselves in Europe with driving games."

new products

MELTEC ... REDEMPTION

US manufacturer Meltec has scaled down two of its popular carnival midway games for use in arcades. Now using 40 percent less floor space, Big Mouth 2000 and Knock Down 2000 are two player shooting machines with bright new designs. The number of successful hits dictates the number of tickets vended.



ICE ... LA PINATA

Making its Middle East debut at the Dubai Show was ICE's recent release La Pinata. The game features the traditional 'pinata' party favourite, where children have a decorated pot filled with toys or candy, which they must hit a number of times to retrieve their prize. The game vends candy directly to successful players.



LAI ... RIPPER RIBBIT

Leisure and Allied Industries has a new video redemption game on the market. Ripper Ribbit asks the player to manipulate the frog's tongue to line up a bug and hit it by striking the red flashing button. The player has to beware of the spider and to aim for the highest scoring target, which are the cherries.



SLP ... INTERNET

Italian company SLP Distribuzione has launched an update of its Cybernet Station. The new system is a fidelity card with which the player may purchase anything between 10 and 200 minutes of connection using a simple access code. Full flexibility, including the ability to award more time for higher input, and an accounting programme are now integral. It may be purchased as a single kit, PC, software and installation cabling, or in a cabinet.



new products



SEGA ... FLASH SOCCER

Flash Soccer is a novelty game where players compete to score goals in a set time limit. The playfield features a set of holes through which a jet of air is blown, with special holes for corner kicks. Each player has three buttons to control their goal blocks, and an attack button to advance the ball upfield.



TAITO ... SUPER PUZZLE BOBBLE

Super Puzzle Bobble sees a return of the classic strategy game. A variety of new features include different size bubbles, a ceiling bounce-back, new characters and around six surprise bubbles. It is made for Taito's replacement G Card system.



SEGA ... VIRTUA STRIKER 2

Virtua Striker 2 has been updated for the '99 season. Utilising the Naomi software, the game has been given an extra injection of pace and faster response time to player controls. More depth has boosted teams' movement, including better ball control, and sound effects are realistic.



EIGHTING ... BATTLE BAKRAID

Battle Bakraid is a 2D vertical scrolling shooting game in the classic style of games such as 1942. Four types of old-looking aircraft see off waves of enemy fire boosting weaponry along the way. It is being distributed by the Able Corporation.

video violence

MEDIA ALSO BLAMED IN TRAGEDY

Just 48 hours after Denver's April 20 high school mass murder and suicides, the Minnesota state senate unanimously passed a bill restricting violent coin-op video games to "18 and up" locations. A Midwest cinema also ordered operators to yank violent games from one theatre lobby immediately. Within 24 hours of the tragedy, media reports appeared everywhere from the New York Times to CNN and Internet news sites, prominently adding violent consumer and coin-op video games to the list of 'causes' for the murders. The killers were portrayed as 'obsessed with violent video games.' Most focused on consumer and Internet games, but at least one psychologist interviewed on the Fox Network news show lambasted 'those idiots who product arcade games'. Even President and Mrs Clinton got into the act, making charges such as Hillary's April 22 statement, that "there's much too much evidence, that children get desensitised (by violence in movies, music and video games) ... We can no longer shut our eyes to the impact the media is having on all our children, and the potentially violent impact, it is having on some of them." Even before Minnesota acted, AMOA President Jim Standsfield responded to the tragedy by expressing the "sincere wish" that manufacturers create non-violent, profitable game s- and presciently warning the industry could be hurt otherwise."

GAME FIRMS NAMED IN SHOOTING SUIT

The coin-op divisions of video game factories are not among the defendants in the lawsuit filed April 12 by the families of three students killed in last year's school shooting in Paducah, Ky. At present, accordingly, AAMA is not actively involved in helping plan any defence against the action. "We are closely monitoring the case," reported AAMA Executive Director Bob Faye. However, the suit does name major consumer



video game firms as defendants, including Midway, Sega, Nintendo and Sony, as well as the developer of Doom, id Software, and game publisher Interplay Productions. The suit claims that convicted murder Michael Carneal, a high-school freshman at the time of the shooting, was influenced by violent games such as Doom, Quake, Redneck

Rampage and Mortal Kombat, according to news reports. Carneal killed three female students and wounded five others. The suit, which is seeking \$130 million on behalf of the victim's parents, also cites the influence of a 1995 movie, "The Basketball Diaries," and several Internet pornography sites. Non-video defendants include Time Warner Inc., Polygram Film, and several other Hollywood firms as well as the companies sponsoring the websites in question. "We intend to hurt Hollywood. We intend to hurt the video game industry. We intend to hurt the sex porn sites," plaintiff attorney Jack Thompson was quoted as saying.

US TRADE BEATS ANTI-VID BILLS IN ARKANSAS & FLORIDA

The legislatures in Florida and Arkansas both dropped proposed bills in April that would have restricted violent video games to "18 and up" displays or locations. In both cases, AAMA lobbied against the bills in concert with local AMOA groups and IDSA, the group which sets consumer game ratings. In both cases, the industry pointed to its voluntary Coin-Op Parental Advisory System of stickers and game ratings, promising comprehensive implementation. To defuse the Arkansas bill, considered the more dangerous of the two, AAMA's Elliott Portnoy, actually flew down to Little Rock where he made a constitutional First Amendment argument to the six members of the state Senate Judiciary Committee. The bill was referred to an Interim Study Committee, which means it was buried. "We dodged a bullet here!" said Elliott. "It's been a good month in Arkansas and Florida."

WAR

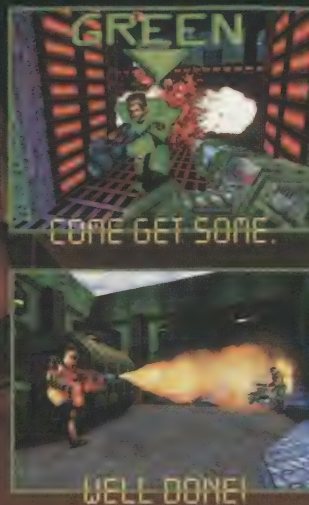
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What players have always loved about pinball is still the foundation for Pinball 2000, the physical sensation of watching that silver ball and controlling it through the air of space. But what distinguishes the game play of Revenge From Mars and Future Pinball 2000 from other games of old is revolutionary.

The game's story will actually unfold before the player's eyes as a reflected video image on the playfield. Rather than imagining a hard and imaginary destruction of a Martian space ship, players actually watch the ship explode in high-speed detail. And, unlike old pinball games, where the story was told in a static image, the new Revenge From Mars pinball is a video game, resulting in the most engaging, interactive, and interesting pinball game of all time.

The evolution of CPU controlled game play makes for a deeper, more realistic story line. In Revenge From Mars, players must battle their way through more than 100 levels of play. The game's story will actually unfold before the player's eyes as a reflected video image on the playfield. Rather than imagining a hard and imaginary destruction of a Martian space ship, players actually watch the ship explode in high-speed detail. And, unlike old pinball games, where the story was told in a static image, the new Revenge From Mars pinball is a video game, resulting in the most engaging, interactive, and interesting pinball game of all time.

For everything you know about pinball, this is something new. Different. Exciting. It's Revenge From Mars, the first ever game to combine the best of pinball play with the best of the future. By merging fast and furious pinball action with the best of science fiction, Revenge From Mars is the most realistic of pinball.

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THE THREAT OF THE **NET**

It is the quickest growing means of communication ever, has an estimated 154 million users and boasts the greatest potential in any worldwide industry. Every second of every day, thousands of computers, modems and phone lines are buzzing with digital activity, transmitting and receiving messages from around the globe. In short, the Internet is big business – and it's getting bigger by the day.

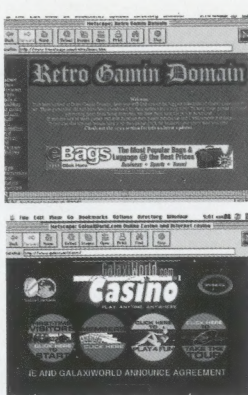
From homes and small companies, to giant corporations and governments, the race to join the Net brigade has been nothing short of phenomenal. A means of education, a source of reference, a powerful marketing tool, a retail outlet for a global audience ... the positive benefits of using the world wide web are being accessed daily by a generation of 'netheads' and 'mouse potatoes'. In recent years, however, the Internet's applications have extended beyond a library of information, as increasing numbers of users are spending more of their leisure time online.

Though it has been in existence for over 20 years (starting life as a small network for use in military circles) it has only been since the early 1990s that the consumer boom has really developed. But does the coin-operated amusement industry, which delivers the business of fun in more physical terms, have anything to fear?

CYBERSPACE INVADERS

A decade or so ago, the video machine was king. Players would flock round the latest imports, hard cash at the ready, enjoying the social interaction, the challenge of the game and the thrill of notching a high score with which to mock their peers. Now, a quick trawl through any of the Net's major search engines will reveal a website catering to the amusement needs of the end user, no matter how specific.

But it isn't just the arcade video machine that PAGE 22



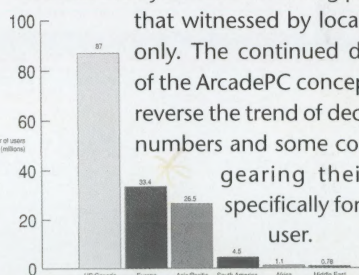
is being affected. Using MPEG technology, riders on the information superhighway, can download their favourite tunes from any number of the online juke boxes, radio stations or record stores available, while a quick search, for, say, "pinball" brings up websites for enthusiasts, collectors and players, with the virtual game simulating the real thing, if not the thrill of tangible multi-flipper action.

Currently the biggest threat to the amusement industry is that of online gambling. GalaxiWorld (<http://www.galaxiworld.com>), a recently opened electronic casino, reported taking bets of more than £4.5m in its first month, money which may otherwise have been channelled to existing casino operators. But the appeal lies in the still unregulated, easy to access websites of cyberia which get round the problem of illegal gambling found in many parts of the world.

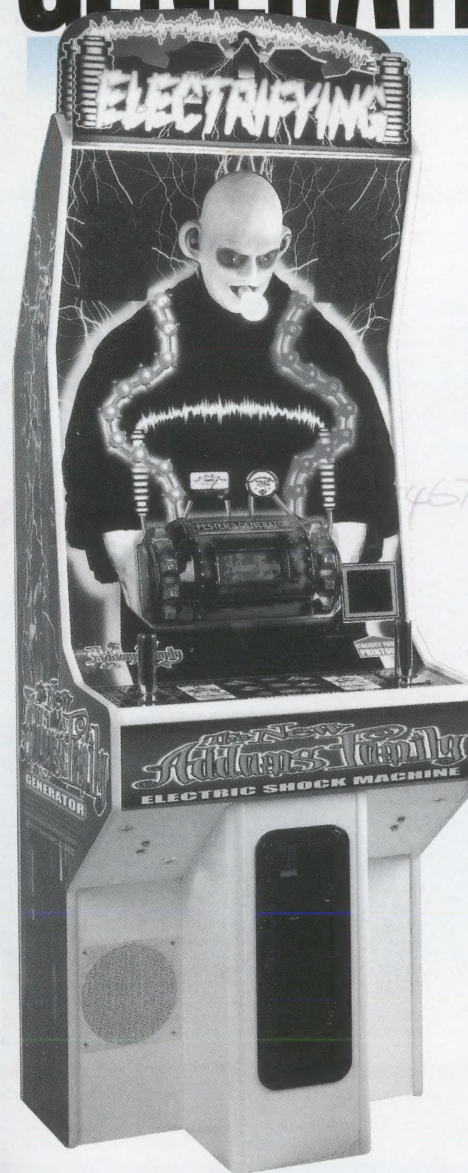
NET OPTION

Sensibly, many manufacturers and operators have recognised the affect of such factors but have harnesses its potential to their own good. Network sports tournaments, such as those run by Incredible Technologies in the US, have kept the players returning to the arcades, whilst embracing the Net revolution, while machines such as Systeme's Dream Touch Competition, give players the chance to view their high scores, via the company's own website. Surely a more rewarding platform than

that witnessed by localised players only. The continued development of the ArcadePC concept could well reverse the trend of declining visitor numbers and some companies, by gearing their products specifically for the Internet user.



GENERATING PROFITS



It should come as no shock to anyone in coin-op that UK – based Nova Productions is following the success of its two previous products – Screamer and Shocker, both licensed by Bromley – with the latest addition to its stable of electrifying attractions, the Addams Family Generator. H. Betti Industries' Fun Merchants, is the exclusive representative for the Addams Family Generator in North and South America.

Nova's patented shocker handle technology simulates the feeling of being shocked with special vibrations. The new game features Uncle Fester's smoking head with a light bulb clenched between his teeth and a high-resolution animated generator display compete with gauges, all designed to raise the level of player anticipation and excitement. The game offers three power levels, rapid game play, Addams Family graphics and digital sound. Dimensions are approximately 90" high x 30" wide x 25" deep.

The experience gets underway as players insert their dollar. Then a gong sounds and the familiar figure of Lurch responds with his classic remakr: "You rang." Players grab the shocker handles as the character Thing appears on the display and switches Fester's Generator into the On mode. As the game begins, the generator whines into action, building up revolutions. Fester appears on the display, holding the ends of two live wires. As the simulated volts build in intensity, the object of the game is to hang on as long as possible. When all is said and done, the game prints out a ticket showing what level the player reached.

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